May 2020 Media Report - Kristen Thornton-De Stafeno

- Created and sent out email for Zoom Erik Larson Invite.
- Created and sent out Gala Update email.
- Continued posting to City’s social media accounts.
- Created and published June virtual calendar email.
- Created and published Photography prompt for June.
- Worked with Ryan to begin posting submissions to Documenting COVID-19 collection.
- Continued regularly uploading YS content to YouTube.
- Updated YS blog dates in Blog Tracker.
- Sent out Curbside Pickup email.
- 27.3% average open rate on all newsletters sent out in May, showing a 6.6% decrease from April; 5.6% average click rate in May, showing a 2.9% increase from April. This Week on Martine May newsletters had a 22.2% average open rate showing a .9% decrease from April; YS May newsletters had a 15.5% average open rate, showing a 1.5% decrease from April. We lost 290 subscribers in May.
- Facebook, Twitter, and Instagram followers have all increased. Our Facebook reach is up 6% from April, and our post engagement is down 26%. Our most popular Facebook post was our Curbside Pickup post (it reached 4,200 people). Our twitter impressions are down 60% from the previous month. Our most popular tweet was one the launch of the Documenting COVID-19 Collection. Our most popular Instagram post was on curbside pickup.

Stats

<table>
<thead>
<tr>
<th>May 2020</th>
<th>Adult</th>
<th>Juvenile</th>
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<tbody>
<tr>
<td>Promotional Activities</td>
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<td>Fliers</td>
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<td>Newsletters</td>
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<td>Press Releases</td>
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<tr>
<td>Social Media Posts</td>
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<td>Digital Graphic/Image</td>
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<tr>
<td>Blog Post</td>
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<td>47</td>
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<td>Print Graphic/Handout</td>
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<td>Outreach Activities</td>
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<tr>
<td>Community Contacts</td>
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<tr>
<th>Social Media</th>
<th>Facebook</th>
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<th>Edge Insta</th>
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**Mentions/Links**


Rec & Parks shared two of our programs in their newsletters.

Examiner Media and reporters from Journal News shared our Documenting COVID-19 press release on twitter.

City Shared our Curbside pickup update on their website: https://www.cityofwhiteplains.com/CivicAlerts.aspx?AID=1096